



*Training Course:
Data Science for Business Intelligence*

*14 - 18 September 2026
Casablanca (Morocco)*

Training Course: Data Science for Business Intelligence

Training Course code: MA234978 From: 14 - 18 September 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Program Introduction

In today's data-driven business environment, organizations must leverage data to gain actionable insights, improve decision-making, and maintain a competitive edge. Data science plays a central role in business intelligence BI by enabling the analysis of structured and unstructured data, uncovering trends, predicting outcomes, and informing strategic decisions.

This program equips participants with the knowledge and practical skills to effectively use data science in a BI context. Participants will learn how to identify and evaluate relevant data sources, prepare and analyze data, create meaningful visualizations, and communicate insights to stakeholders. The program also highlights challenges in implementing data science strategies and provides best practices for achieving success.

Program Objectives

By the end of this program, participants will be able to:

- Understand the concept and value of data science in enhancing business intelligence.
- Identify, evaluate, and integrate relevant data sources.
- Apply data science tools and techniques to support informed business decisions.
- Create clear visualizations and communicate findings effectively to stakeholders.
- Design and implement a data science strategy aligned with organizational objectives.

Target Audience

This program is designed for:

- Business analysts and data analysts
- IT professionals involved in BI systems
- BI strategy planners and managers
- Professionals responsible for implementing data-driven decision-making

Outlines:

Day 1: Introduction to Data Science for Business Intelligence

- Understanding the role of data science in business intelligence

- Identifying internal and external data sources
- Mapping the organization's data landscape
- Overview of essential data science tools and techniques

Day 2: Data Cleaning and Preparation

- Techniques for data wrangling and cleaning
- Handling missing data, inconsistencies, and outliers
- Transforming and structuring data for analysis
- Preparing datasets for predictive and descriptive analytics

Day 3: Data Modeling and Analysis

- Introduction to statistical analysis and its application in BI
- Regression analysis and hypothesis testing
- Classification and clustering techniques for data segmentation
- Practical exercises in building analytical models

Day 4: Data Visualization and Communication

- Selecting appropriate data visualization tools and platforms
- Designing effective dashboards and visual reports
- Best practices for communicating complex data insights
- Techniques for presenting actionable recommendations to stakeholders

Day 5: Case Studies and Wrap-up

- Reviewing real-world examples of successful data science strategies in BI
- Lessons learned and identification of best practices
- Group discussions and Q&A session
- Course evaluation and reflection on implementation in participants' organizations

Registration form on the Training Course: Data Science for Business Intelligence

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